8/26/87

August 1987/$7.00

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

Profit Potential
It could be a very good year for wine coolers

VSDA Vroom!
Beat the odds in Vegas

Computer Mania
PC Awareness Month bolsters business

Promos with Pizzazz
Retail kingpins reveal star-studded strategies

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August 1987
Vol. 29, No. 8

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Second class postage paid at Philadelphia, PA and additional entry. Postmaster: Send change of address form 3579 to DEALERSCOPE MERCHANDISING, 401 N. Broad St., Philadelphia, PA 19108.

Sparky Wren is VP and general manager, video products div. at Canon USA, not president, as reported in June 1987 issue.

Gene Silverman joins Orion Home Video as senior VP, sales.

At Toshiba America Consumer Products Business sector, **Osami Suzuki** to merchandising and product planning VP, **Jay Yancy** to national account sales VP, **David Dunlap** and **Kevin Furlong** to national sales mgrs., **Jeffrey Mullarkey** to merchandising and product planning assistant VP, **Shinji Tamura** to business planning VP.

Maxon Systems, Inc appoints **James P. Smith** to regional sales manager for the company's Western region. **Robert J. Horning** is named regional sales manager to Maxon's Midwestern region.

Silverman

Endo

Koichi Endo appointed president of Ricoh Electronics, Inc.

Robert W. Hana promoted to director of market planning and administration, audio/video division at NEC Home Electronics, Inc.

Robin Montgomery, former senior VP and gen. mgr. of Prism Entertainment, named president/chief operating officer for The Cinema Group.

Hana

Montgomery

Leslie A. O'Brien named VP marketing, New World Video.

Rob Bonham and **Pierre Loubet** promoted to VP, sales and VP, business development, respectively, for Lorimar Home Video.

Cy Leslie, president and CEO of MGM/UA Home Entertainment Group resigns, however, he will continue as a non-exclusive consultant to the firm and return to his post as chairman of the Leslie Group.

Raymond J. Reilly promoted to VP, purchasing for CBS/Fox's video services division and **Lisa Augello** becomes manager of administration. Also, **Ken Horowitz** to director, business analysis and forecasting.

Brian Woods resigns as Ingram Video marketing and advertising VP to become executive VP, Associated Video Hut.

Brian Clendenen named senior VP of Ingram Video.

David Endelman named president/COO, of Ingram Software, Inc.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
May 1987 vs. May 1986
(In Units)

	May 1987	May 1986	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,234,394	1,191,673	+ 3.6	7,035,608	6,542,685	+ 7.5
Monochrome	201,377	229,068	-12.1	1,179,208	1,361,707	-13.4
TOTAL TV*	**1,435,771**	**1,420,741**	**+ 1.1**	**8,214,816**	**7,904,392**	**+ 3.9**
Projection TV	15,652	17,104	- 8.5	96,714	107,262	- 9.8
Color TV with Integral MTS** (Built-in stereo)	229,818	178,283	+28.9	1,251,158	1,019,663	+22.7
Home VCR	778,497	871,552	-10.7	4,670,753	4,663,469	+ 0.2
Camcorders***	113,085	65,142	+73.6	449,697	289,165	+55.5

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in Color Television
***Included in Home VCR
Source: Electronics Industries Association Consumer Electronics Group.

Ronald V. Vecchia appointed Mid-Atlantic region sales manager for Caloric Corp., a Raytheon company. Vecchia succeeds **Gerry Foote** who has been named West Coast region sales manager.

Whirlpool appoints **Hank Bowman** executive VP, marketing. **Bob Paul** succeeds Bowman as VP, Whirlpool sales. Also, **David W. Williams** promoted to director, refrigeration products.

Vecchia

Haines

Dick Haines named assistant VP, marketing, at Maytag Co. **Carl Moe** succeeds Haines as general sales manager. **Gene Spalding** assumes role of manager, Maytag eastern sales division.

James J. Heinze appointed area general manager for ITT Commercial Finance's northeast region. Heinze assumes overall management responsibity for the Boston, Baltimore and Philadelphia

Daniel L. Greenguard joins Home America Superstores as VP finance, chief financial officer.

Whirlpool Acceptance names **Fredrick Martin** director, systems and programming development.

Thomas Nelson named corporate VP, communications and investor relations at Best Buy Co.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export) May, 1987

	May 1987	May 1986	Percent Change	Calendar Year to Date 1987	1986	Percent Change
ALL MAJOR APPLIANCES*	**3,946.6**	**3,910.3**	**+ 0.9**	**19,458.8**	**17,934.8**	**+ 8.5**
COOKING — TOTAL	**1,051.6**	**1,294.0**	**-18.7**	**5,973.9**	**6,000.8**	**- 0.4**
Electric Ranges — Total	256.0	257.4	- 0.5	1,344.8	1,283.3	+ 4.8
Free Standing	206.7	213.1	- 3.0	1,083.4	1,051.9	+ 3.0
Built-In	49.4	44.3	+11.5	261.4	231.4	+13.0
Microwave Ovens/Ranges**	807.3	1,051.0	-23.2	4,696.8	4,791.7	- 2.0
HOME LAUNDRY — TOTAL	**774.8**	**767.9**	**+ 0.9**	**4,228.6**	**3,834.6**	**+10.3**
Automatic Washers	451.7	459.0	- 1.6	2,376.6	2,201.5	+ 8.0
Dryers — Total	323.1	308.9	+ 4.6	1,852.0	1,633.1	+13.4
Electric	254.3	243.6	+ 4.4	1,445.4	1,280.1	+12.9
Gas	68.8	65.2	+ 5.5	406.7	353.0	+15.2
KITCHEN CLEAN UP — TOTAL	**656.9**	**636.1**	**+ 3.3**	**3,615.0**	**3,301.1**	**+ 9.5**
Disposers	347.1	317.9	+ 9.2	1,880.5	1,688.5	+11.4
Dishwashers — Total	293.9	301.1	- 2.4	1,641.9	1,538.9	+ 6.7
Built-In	276.9	283.8	- 2.4	1,540.5	1,443.0	+ 6.8
Portable	17.0	17.3	- 1.7	101.4	95.9	+ 5.7
Compactors	15.9	17.0	- 6.5	92.6	73.8	+25.5
FOOD PRESERVATION — TOTAL	**694.7**	**675.9**	**+ 2.8**	**3,050.0**	**2,846.0**	**+ 7.2**
Refrigerators	588.9	569.7	+ 3.4	2,575.8	2,393.6	+ 7.6
Freezers — Total	105.8	106.3	- 0.5	474.2	452.4	+ 4.8
Chest	62.0	58.6	- 5.8	264.6	245.2	+ 7.9
Upright	43.7	47.7	- 8.4	209.6	207.2	+ 1.2
HOME COMFORT — TOTAL	**768.6**	**536.4**	**+43.3**	**2,591.4**	**1,952.3**	**+32.7**
Room Air Conditioners	654.7	451.4	+45.0	2,174.1	1,636.7	+32.8
Dehumidifiers	113.9	85.0	+34.0	417.3	315.5	+32.3
GAS RANGES***	**163.7**	**152.4**	**+ 7.4**	**844.7**	**763.5**	**+10.6**

*Numbers do not add because of overlapping product categories.
**Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
***Source: GAMA. Not included in cooking total or total shipments.